



# Creating An Effective Newsletter

## That people will read!

Tips and ideas for publishing a more effective online newsletter using SiteApex

## Who & Why - Questions to consider before getting started

### Target Audience

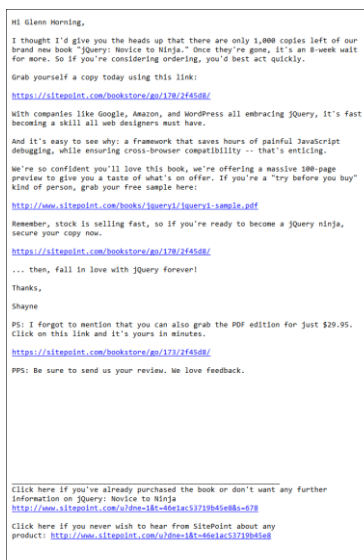
Determining the target audience of your newsletter is the most important question to ask. Having a clear understanding of their interests, will help ensure its success. If there is more than one target audience, consider dividing your newsletter into distinct sections or offer more than one newsletter.

### Frequency Of Publication

Will you publish it weekly, monthly, quarterly, semi-annually, or whenever the need arises. The frequency of publication will determine the number of articles you need to source, research, and write throughout the year. How do you develop the resources to accomplish this? Start with a long term publication schedule and increase the frequency as you develop your 'information pipeline' from which you will write articles for your newsletter.

### Format Choice

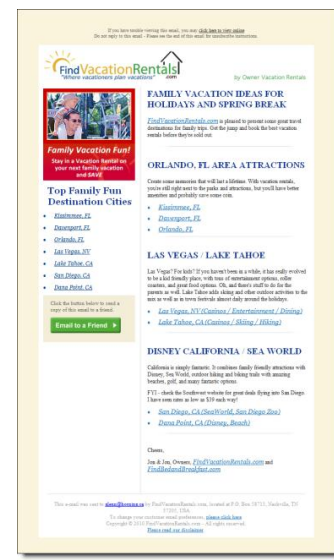
There are three different newsletter formats to choose from. Each format has its own strengths and weaknesses. Simple text formats are easier to create but less engaging. Formats with graphics and photos are more interesting to read but a little more time consuming to complete. Adding more elements requires more attention to styling rules to ensure it looks professional and readable. Consider the samples below. Which format would best represent the purpose of the the newsletter you want to send out?



A. Simple Text Format



B. Narrative Format



C. Teaser Format

## Format Differences

What are the practical differences of these formats?

- **Simple Text Format** (SAMPLE A) – ideal for sending information quickly to a group of people who don't need anything fancy. Also recommended if your target audience has very low Internet speed.
- **Narrative Format** (SAMPLE B) – Ideal for generating interest in one article of news. This article could discuss the launch of a new product, offer a special promotion, or tell a short story of interest to your target group. You would likely add at least one photo to generate interest in the topic of the article. Very few links are offered with this format.
- **Teaser Format** (SAMPLE C) – Ideal for gauging interest in several products or services that you offer. Instead of complete articles like the Narrative Format, this format is full of teasers enticing readers to click on links taking them back to your website to finish reading the completed articles.

## Narrative vs Teaser

Each format has its own merits:

- **Narrative Formats** usually tell the whole story or enough of the story that the reader has no reason to go to your website. If the intention of your newsletter is to primarily disseminate information, this is a good choice.
- **Narrative Formats** are limiting if you want to offer people different types of information, since the available space is used up for one complete story. It does however, reduce your workload writing the newsletter.
- **Teaser Formats** allow you to introduce many different ideas, facts, and articles. People respond differently to different types of information so offering more opportunities to catch a person's interest is going to be more effective. Some people respond to facts and knowledge while others respond better to stories and experiences. You can offer both with the teaser format.
- **Teaser Formats** inherently have many more links back to your website which is generally where you want people to end up. If you use our **ClickThruLinks™** technology in your newsletter you can also track who clicks on your links, which links they click on, and how often they click on them. Knowing this provides you with feedback as to how much interest each link generates. You can then make adjustments for links not generating as much interest.
- **Teaser Formats** are called teasers because they only give the reader enough information to peak their curiosity. To find out more they must click a link that contains the complete article which resides on your website and after they arrive you can entice them with other things to read or watch.

---

## What & How – Developing content for your newsletter

### Sourcing Material

You will need to develop effective methods for sourcing material to feed interesting facts, stories, and testimonials into your newsletters and website. This may likely be the most difficult and time consuming aspect of offering a newsletter. However, the benefits of doing it will pay dividends, especially if you include this material on your website where Search Engines can access it.

Sourcing material requires you to:

- Ask people for material. This includes asking them the right questions.  
*Example* - Asking someone to just send you a testimonial is far less effective than asking them to answer specific questions which you can later tailor to fit available space in your newsletter. Ask them to comment on quality, value, benefits, reliability, appropriateness, assistance, results, expectations, satisfaction, etc.

- Provide easy methods for people to send material to you. If it takes too much effort, they will not take the time. Making it easy for them may include sending a self-addressed stamped envelope, providing an email address, offering a website form, phoning and recording their answers, or enticing them with a coupon or other offer.

## Categorizing Material

Once you start receiving material, you need to categorize it. The categories will depend on the format you have chosen for your newsletter. The remainder of this document will assume you are using the Teaser Format. Consider the following sample newsletter and the five categories it uses.

### Feature Article

This should generate the most interest with the right headline. Also includes a link to the complete article on your website.

### Fact Article

Informs subscribers about facts readers may not know about this organization or what it offers.

### Fiction Article

Used to overcome objections subscribers may have about this organization's products or services. Explores and corrects misconceptions.



**THE**  
**DJ**  
**David / Jonathan**  
**PROJECT**

**newsletter**

*the hand up that helps the poor out*

### Rescue From The Loan Sharks



Tomasa Angela Suarez Urina is 67 years old and she is married to Silverio Ochoa. They have the only **pharmacy**, in the San Ignacio area. Having lived there for most of their adult life they know many of the people in the slums. In order to start up their small pharmacy, Tomasa and Silverio took a loan from loan sharks at an extremely high interest rate. Their chance of success was remote?

Then the **DJ Project** came along.

[Read the rest of their story >>](#)

### FACT

*Micro-enterprise beats poverty*

Micro-enterprise is proving to be an effective way to eradicate poverty. It is also an effective tool to help an individual develop self-worth and self-confidence.

What a great boost to a mother when she can clothe and feed her children with her own money that she has earned from her own small business. No dependence on anyone else except her **DJ Project** loan to assist her.



### FICTION

*"People won't repay their loans."*

This often repeated statement is far from the truth we have experienced. Many of the least privileged of this part of the world would love an opportunity to lift themselves out of poverty. Given an opportunity they are quite resourceful and hard working. We are currently experiencing a return rate of between **80-90%** on our loans. In some situation we have even had women who have repaid their loans before the due date.

Micro-enterprise loans are like a life line. Women often recognize this lifeline as their *once-in-a-life-time* opportunity to move ahead.

### PROJECTS - January 2010

**Vince**  
With the money you give, projects like these listed below have a chance to succeed.

**Variety Store** - purchased additional stock with \$250 which will generate enough profits to feed her family each month.

**Restaurant** - purchased tables, chairs, and stove for \$300, enough to serve many more clients at any one time.

**Grocery Stores** - A Hamilton Ontario entrepreneur (**SHOWN BELOW**) travelled with us to Ecuador to offer both financial support and encouragement to women starting small variety stores and bazaars. In the spring of 2009 Ron joined our Canadian Director of DJ for a visit to Guayaquil Ecuador where he had an opportunity to visit with the micro-businesses he sponsored..



[Visit us](#) today and see how a little goes a long way.

Micro-Enterprise has a compounding effect pulling a household, neighbourhood, community out of poverty

To contribute to the project visit our website [davidjonathan.ca](http://davidjonathan.ca)

You have received this because you are in the Administrators group. [Click Here](#) to unsubscribe from this group.

[www.davidjonathan.ca](http://www.davidjonathan.ca)

davidjonathan.ca-2010-03-11 9:29:59-usa1

### SideBar Connection

Uses this short space to identify and connect to the subscriber.

### SideBar Stories

Teaser introductions to more articles which can be found on their website. In this case they are all stories about 'Projects' as the top heading indicates.

## Creating Headlines

The headline is extremely important and requires some creativity to keep it short and interesting. Some authors will suggest writing the headline first to set the tone for the rest of the article. Effective headlines will often use:

- Questions
- Mysteries
- Emotional responses
- 'How To' statements
- Quotations
- Humour
- Benefit claims
- Numbers - EXAMPLE "7 Easy Steps To..."

## Writing Articles

If you have obtained good material from your sources, it will be easy to write your articles.

12 Tips for writing articles people will read include:

1. What type of article you will write. Will it be an argument, explanation, definition, description, a story, a call to action, inspiration, revelation, etc.
2. Keep your target audience and their interests in mind.
3. Don't be afraid to be provocative as this will create interest if valid.
4. Check your facts.
5. Proofread to correct spelling and grammar.
6. Be very clear and concise. Online articles are usually only a few paragraphs at most.
7. Incorporate your website's keywords for search engine indexing if the article is on your website.
8. Ask questions up front that you will answer in the article.
9. When appropriate, mention the benefits of your product or service a reader should expect.
10. Be definitive with your statements and do not waffle or wimp out.
11. Consider how you can surprise your reader.
12. Do not be negative or talk down to your readers.

## Writing Teasers

The teaser is a short introduction used to entice people to read the complete article. Teasers have links returning back to your website where the complete article or more information is available. The teaser must be true to the article and can either be the first few sentences of the article or a brief summary to raise reader's curiosity.

Consider these tips before uploading a teaser

- Read it out loud to yourself first to avoid mistakes.
- Include specific important details and leave other details for the article.
- Don't assume readers know what you know including the jargon of your industry.
- Consider using a twist by inverting the expected outcome of what the article will tell them.
- Don't use a 'hanging' teaser, which is a teaser your article does not address, leaving the reader hanging without an answer.
- Don't overpromise. Readers should know exactly what they will get when reading the whole article.
- Ask the "Gotta Know" questions, which you will be answering.
- Apply the cut and re-cut test. Force yourself to eliminate words and phrases which don't 'tease' the reader.
- Consider using humour if appropriate.

## Keywords To Avoid

Avoid these words and phrases below which may trigger spam filters to delete your newsletter. Each word and phrase is rated and if the total is higher than a certain limit set on the receiving mail server, it gets deleted.

Affordable	No obligation	What are you waiting for
reasonable priced	Guaranteed	While supplies Last
Bargain or best prices	Proven, certain, attested, affirmed	50% off
Good deal or good buy	Investment	Act Now
Click Here	expenditure, expense, asset, grant	All New
Go here, learn how, visit here	Just released	Offer
Congratulations	New – Improved	One Time
Well Done	Opportunity	Viagra
Free, for free	Break, chance, occasion	Save up to
no cost or no fee	Special Invitation	Winner
Astounding, wonderful	Proposal	You have been selected
Discount	Unbelievable	cards accepted
Advertisement	money back	guarantee
removal instructions	Dear friend	satisfaction
extra income	for free!	\$\$
SPECIAL PROMOTION	one-time mail	money-back guarantee
order today	order now!	100% satisfied
check or money order	sex	(Any words considered to be for adults only)

## Upload Newsletter

If you are writing a **Narrative or Simple Text Format** upload your whole article into the Newsletter module of SiteApex.

If you are writing a **Teaser Format** split each article into two parts.

- ✓ Part 1 - Upload the complete article into a page on your website. This should contain all the details and photos a reader will expect to find.
- ✓ Part 2 - Upload the teaser heading and introduction into the Newsletter module of SiteApex. Remember to make a link back to the complete article (Part 1 above) using a **ClickThruLink™**

## Style & Publish

Now you can style your headings, add photos, update colours and fonts, and insert **ClickThruLinks™** returning a reader to your website. For more details, follow the steps outlined in the SiteApex User Manual. Remember that all styles must be created using the Editor's own styling options so that your styles appear properly for the reader. Using the website's preformatted styles using the AA icon in the Editor will not work.

---

## When & Where – Getting your newsletter ready to be sent

Follow the directions in the SiteApex User Manual and it will guide through sending your newsletter to subscribers. There are no fees or time restraints when sending. Send your newsletter anytime.

### Where can you get help creating a professional looking newsletter design?

If you are not the creative type, we can usually design a professional looking newsletter template in about 4 to 6 hours at our hourly rate. Use this template to easily update all future newsletters yourself.

We would be happy to review your first newsletter for free if you want any suggestions.